

TIPS FOR SOCIAL MEDIA

In this age of technology, social media is not only a useful tool, it can also be a fun way to share news and important information about your club and for your club. However, in our zeal to have successful social media platforms there are some things that we need to consider.

The first thing to keep in mind is who does your page or platform represent. In this case, it's the TFRW and your club. The second thing to remember is that there are social media guidelines found in the TFRW Standing Rules. Read them carefully and keep them readily available to review often. Also keep in mind that you need to read the Bylaws carefully as well because much of what applies to clubs would also apply to the way a social media page is maintained.

We must be careful of what we post, what posts we "like" or "share" because TFRW is being watched by outsiders who mean harm to the Federation, or by disgruntled people who jump at the chance to report the TFRW to NFRW. In the end, it's just good practice to be mindful of who we represent when we do anything on social media.

However!!!! If you mess up, don't panic! If you make a mistake, it can be corrected or revised. Mistakes happen. TFRW Leadership is always willing to help rectify any matter. Subsequently, some tips and guidelines in maintaining social media platforms or pages are as follows.

1. Appoint a social media chair who can monitor and maintain the page. The admin of this account should approve new members and approve every post. In other words, don't let someone become a member without vetting them first, and monitor every post to prevent damaging content from creeping in. Managing this on the front end can prevent a headache later.
2. Every account should have guidelines and rules posted in a prominent place to prevent confusing regarding posts. If you need help with this, one of the TFRW FB Admins will be happy to help.
3. Make sure all accounts are updated on a regular basis. When guests are looking at your page, old materials can be a turn-off. Whatever you do, take a picture and post it. Make it exciting and make it interesting.
4. Social media pages should be inviting and fun. Make women who see the page want to be a part of what you are doing.
5. Be as informative and educational as you can to help your club members. There are many resources that can be used to help your club run more smoothly.
6. Remember that we recruit, elect and support Republicans. So, posts should speak positively about Republican elected officials on all levels and Republican candidates.
7. This should not have to be said, but NO profanity or inappropriate content. We must at all times set a good example for all Republicans and especially the TFRW.
8. A social media page of the club should never be used for personal use, nor should it be used to express personal opinions. They are not to be used to promote businesses or to sell products.
9. The page should never be used as a platform to speak on behalf of the Federation, especially on public forums and social issues. Remember, the TFRW is not an activist group. There's a time and place for everything and since you represent the Federation, even though it may be a good thing, you must remain silent or neutral until such a time as you are authorized to speak out.

10. Be careful not to give the appearance that the club is endorsing or supporting a candidate during primary contested races. Remaining neutral until after the Primary helps the club to come together and support the winner.
11. Candidates in a primary shall not post campaign materials, ads, or other information on a club's social media page.

Some good ideas on what to post are: day, date and time of meetings, club events, TFRW/NFRW information, news regarding Republican leaders, legislation news. If your club does something, take a picture, caption it, send it in to the newspaper, then post that newspaper article on your page. Give educational information on the Constitution or other US documents. Do a "This Day In History" regarding political figures. But make sure they are Republican. And don't forget to review the NFRW website and repost information from there. You can earn points on the Achievement Awards Forms for that.

Social media platforms can be so much fun, even if it takes some effort to maintain them. Remember, you can invite non-club members to your page so remember to invite the TFRW President and other Board members to your page. We all enjoy seeing what other clubs are doing. That's a great way to get ideas for your club as well.

In closing, be professional, be informative, be respectful, be helpful, be positive, be inviting and have fun.